



Seeing is believing—How exposure to ITPC’s media campaign affects tobacco knowledge, attitudes, and beliefs among Hoosier adults

BACKGROUND

Indiana has one of the most pervasive tobacco problems in the country, with the 5th highest smoking rate in the nation.¹ Research has shown that Hoosiers perceive tobacco use as socially acceptable—a belief that contributes to the nearly 10,300 Indiana deaths each year from tobacco-related illnesses, and the \$1.6 billion spent annually on medical costs associated with treating patients with tobacco-related illnesses.²

Indiana Tobacco Prevention and Cessation (ITPC) was created with funds generated by the Master Settlement Agreement between 46 state attorneys general and the tobacco industry and by legislation enacted by the Indiana General Assembly and Governor Frank O’Bannon. Its executive board is composed of 22 members appointed by the Governor and is charged with administering a budget of \$32.5 million in fiscal year 2002.

In its ongoing efforts to assess tobacco control initiatives, ITPC is conducting a series of telephone surveys designed to gauge the effectiveness of Indiana’s statewide anti-tobacco media campaign. Survey questions measure awareness of anti-tobacco efforts and changes in important tobacco-related knowledge, attitudes, and beliefs among Hoosier adults, which have been demonstrated elsewhere to be key predecessors to changes in behavior.³ This survey is part of the overall evaluation plan to assess ITPC’s comprehensive tobacco control program

components, which also include initiatives such as special youth features, enforcement, cessation initiatives, and community programs.

The first of these surveys was conducted in September 2001, prior to the launch of the statewide media campaign. ITPC used the results to learn which areas required focus, and designed interventions to address them. This baseline survey indicated that work should be done based on the following measures:

- More than 65 percent of Hoosier adults believed that cigarette smoking and other tobacco use was socially acceptable.
- Nearly half of all adult respondents believed that tobacco advertising does not influence people to smoke and that the industry has not targeted marketing toward specific populations.
- Only 41 percent of Hoosier adults “strongly agreed” with statements related to the fact that tobacco is addictive and dangerous.

A second telephone survey of 1,000 adults was conducted one year into the media campaign (September and October 2002) to track the campaign’s success in changing these attitudes and beliefs as it has progressed. The sample was selected to be representative of Indiana’s population by taking into account such factors as race and ethnicity, region, and rural versus urban residence.

The following highlights key findings from the second adult media tracking survey:

¹ 2001 Behavior Risk Factor Surveillance Survey.

² Centers for Disease Control and Prevention. *Tobacco Control State Highlights 2002: Impact and Opportunity*. Atlanta, GA: Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office of Smoking and Health, 2002.

³ Evans, W.D., Hersey, J., Ulasevich, A., Powers, A. (2000). *What Youth Think About Smoking: Results from the 1999 National Youth Tobacco Survey*.

KEY SURVEY FINDINGS

Advertising Awareness and Implications for Campaign Effectiveness

Advertisement awareness is the first major step in an effective campaign because people must be aware of advertisements to be influenced by them. Findings from other state (e.g., Florida) and national (e.g., Legacy's truthsm) campaigns suggest that advertisement awareness increases anti-tobacco knowledge, attitudes, and beliefs, leading to reductions in cigarette smoking.

Awareness of the ITPC media campaign has had a positive influence on adult knowledge, attitudes, and beliefs, *all in just one year*.

- Overall, 50 percent of adults reported awareness of at least one advertisement from the ITPC media campaign.
- Adults who were aware of at least one ITPC TV advertisement were 67 percent *more likely* to understand that tobacco is addictive and dangerous compared to those not aware of any ITPC TV advertisement.
- Similarly, adults who were aware of at least one ITPC TV advertisement were 28 percent *more likely* to hold anti-tobacco industry beliefs compared to those not aware of any ITPC TV advertisement.

Because of these positive outcomes, we expect to see reductions in adult cigarette smoking that can be attributed to the ITPC media campaign as one part of the comprehensive approach to tobacco prevention and cessation being implemented in Indiana.

DETAILED FINDINGS

Advertising Awareness Across All Media

As mentioned above, awareness of advertising is key to changing targeted knowledge, attitudes, and beliefs. Survey items asked about specific advertisements in all utilized media.

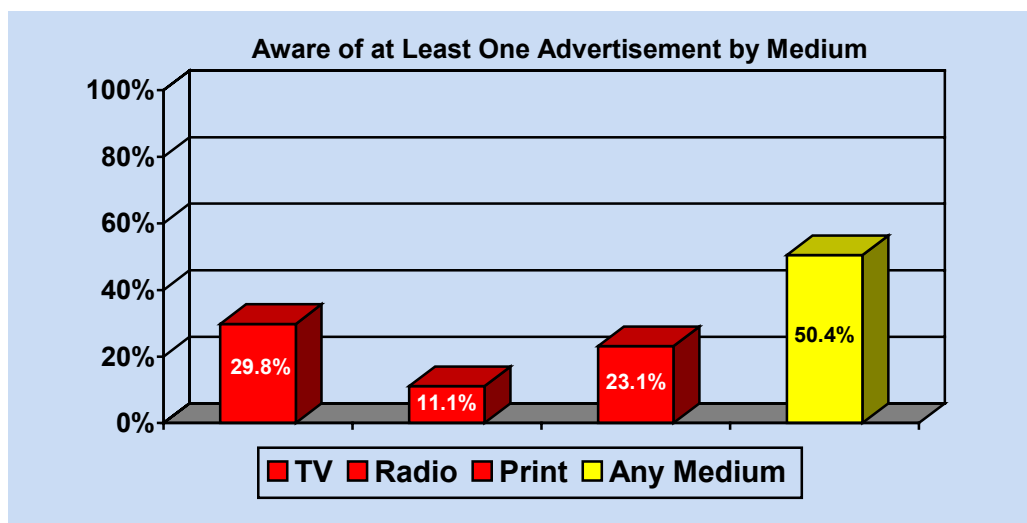


Figure 1. Adults Aware of at Least One Advertisement by Medium

- The findings suggest that Hoosiers are aware of the ITPC media campaign. More than half (50.4 percent) of adults surveyed could recall at least one ITPC anti-tobacco advertisement.
- Almost 30 percent demonstrated awareness of at least one ITPC TV advertisement.
- Consistent with other state tobacco campaign findings (e.g., Florida), awareness of TV advertisements (29.8 percent) was *greater* than any other medium.

Campaign Effects on Changing Knowledge, Attitudes, and Beliefs

Tobacco-related knowledge, attitudes, and beliefs have been demonstrated as a major influence on smoking and other tobacco use behavior.³ It has been shown that knowing the risks associated with tobacco use and believing that using tobacco is socially *unacceptable* are directly related to lower prevalence.

Understanding the Dangers of Tobacco Use

The survey asked a series of questions designed to gauge the knowledge and understanding of tobacco use, including the addictiveness and harmful effects of tobacco products.

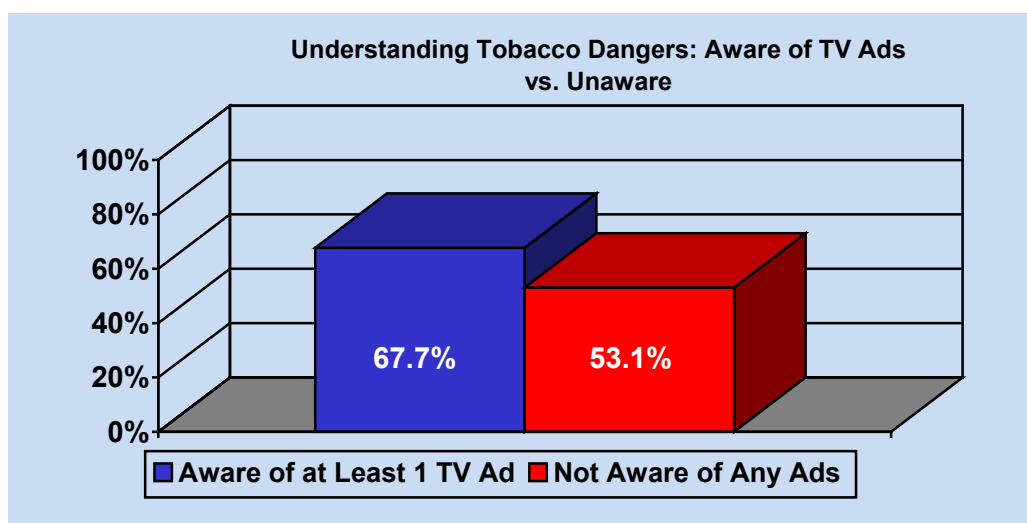


Figure 2. Understanding the Dangers of Tobacco Use by Awareness of TV Advertisements

- Overall, understanding the dangers of tobacco use was much *greater* among adults who reported awareness of at least one ITPC TV advertisement (67.7 percent) than among those with no TV advertisement awareness (53.1 percent).

Beliefs About Tobacco-Related Public Policy and Environmental Tobacco Smoke

The survey asked a series of questions about the problems of environmental tobacco smoke (ETS) and smoking policy in restaurants and at worksites.

- Adults who were aware of at least one ITPC TV advertisement were 2 percent *less* likely to hold anti-tobacco public policy/ETS beliefs compared to those unaware of any TV advertisement.
- These findings suggest that additional campaign efforts may be needed in the area of public policy/ETS for reaching adults.

Attitudes Toward Tobacco Companies and Tobacco Advertising

Survey items gauged opinions about tobacco industry practices and respondents' feelings about tobacco companies and their influence.

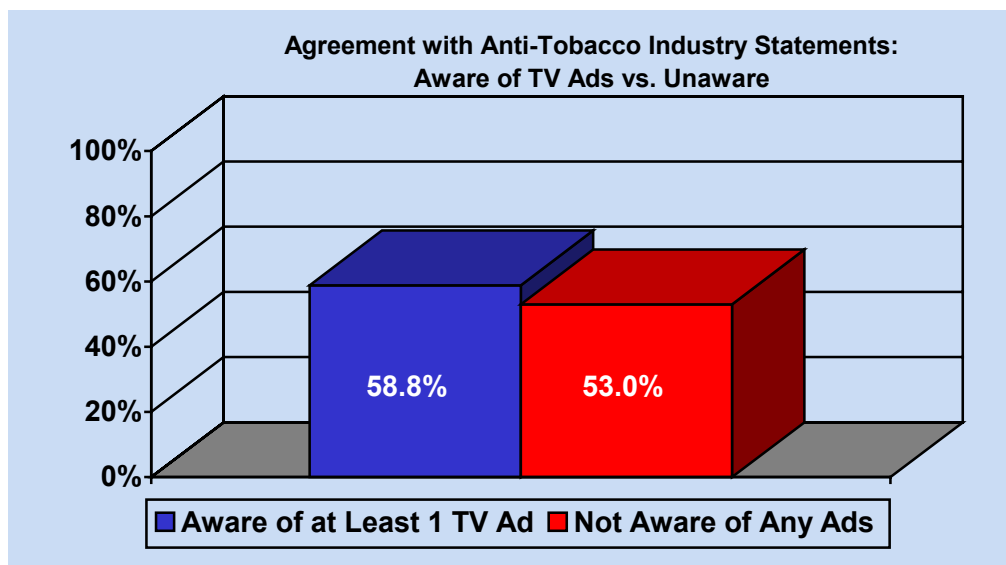


Figure 3. Anti-Tobacco Industry Beliefs by Awareness of TV Advertisements

- Anti-tobacco industry beliefs were much more likely to be held by adults who were aware of at least one ITPC TV advertisement (58.8 percent) compared to those with no TV advertisement awareness (53 percent).

Social Acceptability of Tobacco Use

The survey asked a series of questions about the acceptability of smoking by family and friends.

- Tobacco use was perceived to be less socially acceptable among adults who reported awareness of at least one ITPC TV advertisement (15.8 percent) than among those with no TV advertisement awareness (14.3 percent).

ITPC TV Advertisements: Effects of Awareness

Several findings suggest that the ITPC TV advertisements have encouraged anti-tobacco knowledge, attitudes, and beliefs among Hoosiers. Compared to those with no TV advertisement awareness, adults aware of at least one TV advertisement were also:

- Sixty-seven percent *more likely* to understand the dangers of tobacco use
- Twenty-eight percent *more likely* to hold anti-tobacco industry beliefs
- Eight percent *more likely* to believe that tobacco use is not socially acceptable

The results from the one-year follow-up survey are impressive. After only one year, more than half of surveyed adults were aware of ITPC advertising, and nearly 30 percent could recall *at least one* television advertisement. As a first step toward understanding tobacco-related issues and toward changing key attitudes and beliefs, these results are on target with the goals established by ITPC. And changes are already evident—those who were aware of ITPC advertisements were consistently more likely to know about tobacco dangers and to agree with anti-tobacco attitudes, both key to changing behaviors, reducing prevalence, and improving the lives of Hoosiers.